



## **CITIZEN'S REVENUE REVIEW AND ECONOMIC COMPETITIVENESS COMMISSION**

**MEETING MINUTES FOR  
THURSDAY, FEBRUARY 11, 2010, AT 5:30 P.M.  
COUNCIL CHAMBERS (12<sup>TH</sup> FLOOR),  
202 C STREET, SAN DIEGO, CALIFORNIA**

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The meeting was called to order at 5:36 PM by Chair Bob Nelson

**Commissioners Present:** Barros, Morton, Singh, Standifird, Bonanno

**Commissioners Absent:** Moser Nelson Gin

**NON-AGENDA PUBLIC COMMENT:** None.

**COMMISSIONER COMMENT(s):**

- Quorum will be lost at 6:45pm.

**COUNCILMEMBER, CITY ATTORNEY, IBA, AND MAYORAL STAFF COMMENT:**

- The IBA has developed a new draft of the Citizen Survey, incorporating suggestions from Commissioners. The IBA will have a final review of the survey with the Budget Committee next week.

**ADOPTION AGENDA:** Action not required.

**INFORMATION/DISCUSSION ITEMS:**

**ITEM-I:** Presentation from the Economic Development Corporation on Economic Competitiveness.

- Julie Meier-Wright, CEO of San Diego Regional Economic Development Corporation, introduced the topic of competitiveness from a global perspective, comparing the United States workforce to that of China's and India's, noting China and India individually have more honors students than North America has children. Globalization continues to increase competitiveness; adding an estimated 3 billion people to the global trading system and encouraging industries, such as life sciences, to become networked around the world. One of the primary challenges for the United States is the weakening quality of its workforce.
- The EDC takes a multipronged approach to economic development for the region: 1. Company attraction/retention; 2. Marketing to counter some of the negative headlines; 3. Policy focused on the region can be most

competitive for investment.

- EDC considers San Diego as part of the Cali-Baja National Mega Region. The EDC researched emerging industries that would have the greatest impact on San Diego's economy, these include: logistics and transportation, applied biotechnology, clean technology and specialty manufacturing. The EDC sought input from various business leaders in these industries, developed a framework for sustaining action and implemented sound metrics to measure success.
- Two primary areas of concern are workforce and infrastructure. Systematic reform is necessary to ensure a competitive investment environment, as a flawed "product" – the region's overall attractiveness -- correlates to a drop in market share. An emphasis should be placed on data driven from a regional focus pertaining to social equity, environment and economy.
- A summary of findings from the EDC's Partnership for a Global Economy includes three areas of focus; 1. Workforce Incentives, developing career ladders and educating the developing workforce on emerging fields; 2. Convergence, developing new industries; 3. Infrastructure Investment, redevelopment that encourages dense affordable housing, sustainable transportation also focusing on water, energy, environmental sustainability and economic drivers (e.g. universities).

**ITEM-2** Presentation from the Chamber of Commerce on Economic Competitiveness

- Item was rescheduled.

**ITEM-3** Update on revenues from comparative cities from the Center for Policy Initiative: The Bottom Line Report

- Dr. Baxamusa and Jason Everitt made a presentation to the Commission regarding the CPI's Bottom Line Report. This report compares revenue generation among the top 10 cities in California. This report concludes that the City of San Diego continues to lag behind other large cities, in California, in most general fund revenue sources, including: property tax, sales tax, transient occupancy tax, trash fee/tax and business license fee/tax.
- To review the CPI's Bottom Line Report click [here](#).
- Public Comment: A representative from the San Diego County Tax Payer's Association provided the Commission with a rebuttal to the CPI's Bottom

Line Report.

**ITEM-4** Commission discussion on City Revenue Options

- Item has been rescheduled.

**STANDING ITEMS/UPDATE:** None.

**ACTION ITEMS:** None.

Bob Nelson  
Chair